# WHAT WORRIES THE



# September 2018



### US SUMMARY: SEPTEMBER 2018

The majority (59%) of Americans think things in the country are on the wrong track.

Healthcare currently occupies the top spot for concern with 36% saying this.

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

RIGHT DIRECTION/ WRONG TRACK September 2018 RIGHT DIRECTION 41% Sep 2018 Aug 2018 Jul 2018 Which three of the following topics do you find the most worrying in your country? % change compared with previous month: Aug 2018 HEALTHCARE 36% -1 CRIME & VIOLENCE 31% +329% +2 FINANCIAL/POLITICAL 28% +4CORRUPTION MORAL DECLINE 23% +2

Base: Representative sample of American adults aged 18-64. c.1000 per month Source: Global Advisor

X

41%

40%

41%

### WORLD SUMMARY: SEPTEMBER 2018

The majority (60%) of people around the world think things in their country are on the wrong track.

Financial/political corruption currently occupies the top spot for global concern with 34% saying this.

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

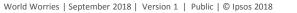
**RIGHT DIRECTION**/ **RIGHT DIRECTION** WRONG TRACK September 2018 Sep 2018 40% **RIGHT DIRECTION** ◀ 40% Aug 2018 42% **60%** Jul 2018 WRONG TRACK 44% x

Base: Representative sample of adults aged 16-64 in 28 participating countries. c.18,000 per month

Which three of the following topics do you find the most worrying in your country?\*

% change compared with previous month: Aug 2018 FINANCIAL/POLITICAL 34% CORRUPTION +1 UNEMPLOYMENT 33% -**POVERTY & SOCIAL** 33% V -1 INEQUALITY CRIME & VIOLENCE 31% **HEALTHCARE** 24% =

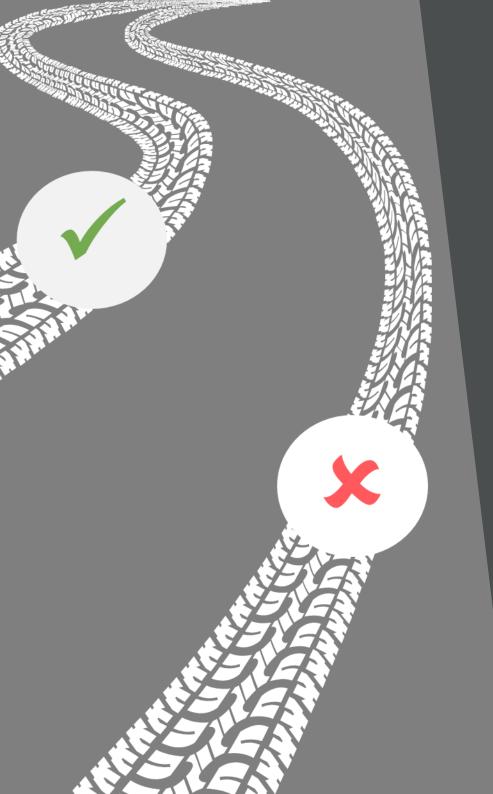
\*Please note that participants in China were not shown the full list of topics for this question. Financial/political corruption, poverty and social inequality, taxes, and rise of extremism were excluded from the list shown to Chinese participants.



Source: Global Advisor







# RIGHT

# DIRECTION

# WRONG

# TRACK

- Country comparisons
- Trends over time: US
- Trends over time: World



### COUNTRY COMPARISON

## RIGHT DIRECTION/WRONG TRACK

#### **Ipsos Public Affairs**

% change compared with previous month:

Διισ 2018

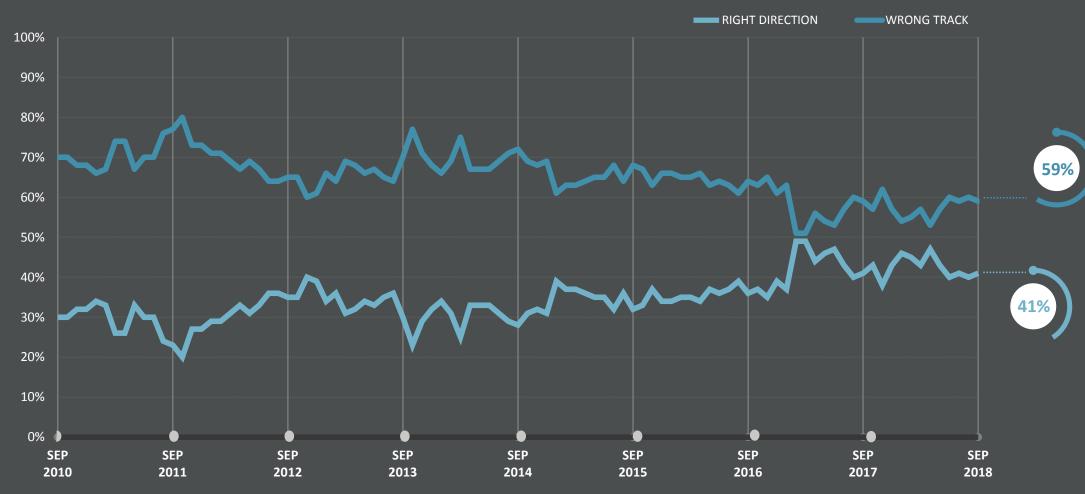
	-				Aug 20	18
World		60%	40%			-2
China		8% 🛄	92%	WRONG		-3
Saudi Arabia	35309 	22%	78%	TRACK		+2
India		33%	67%	■ RIGHT		+3
Malaysia		35%	65%	DIRECTION		+8
Serbia		47%	53%		<b>•</b>	-4
South Korea		50%	50%		<b>V</b>	-8
Canada	*	51%	49%		<b>V</b>	-1
Chile	*	51%	49%			+6
Italy		57%	43%		<b>•</b>	-3
Sweden		58%	42%			+11
Australia	*	59%	41%			-7
US		59%	41%			+1
Israel	\$	60%	40%		<b>•</b>	-5
Japan		60%	40%			+1
Russia		60%	40%			
Poland		63%	37%			+2
Belgium		64%	36%		-	-4
Turkey	C*	66%	34%		• •	-7
Argentina		68%	32%		<b>—</b>	-4
Germany		69%	31%		<b>—</b>	-1
Great Britain		70%	30%			
Mexico	•	70%	30%			+1
Hungary		72%	28%			+4
Peru	<b>@</b>	75%	25%		<b>–</b>	-1
France		76%	24%			-2
South Africa		81%	19%		▼	-7
Spain	*	81%	19%		▼	-5
Brazil		88%	12%		• •	-2

Base: Representative sample of 20,787 adults aged 16-64 in 28 participating countries, August 24th 2018 - September 7th 2018.

Source: Global Advisor

### US: RIGHT DIRECTION/ WRONG TRACK

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



Base: Representative sample of American adults aged 18-64. c.1000 per month Source: Global Advisor

## WORLD: RIGHT DIRECTION/ WRONG TRACK

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



Base: Representative sample of adults aged 16-64, c.18,000 – 20,000 per month.

Source: Global Advisor



# US WORRIES

- US top worries
- World's top worries
- Trends over time for worries: US & world



US WORRIES

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### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

Mentioned in September 2018 (%	5)						Aug	2 <b>018</b>
Healthcare						36%	▼	-1
Crime & violence					31%		<b>_</b>	+3
Immigration control					29%		<b>A</b>	+2
Financial/political corruption	١٩			2	28%		<b></b>	+4
Moral decline	<u>,</u>			23%			<b></b>	+2
Terrorism	×			22%			=	
Taxes	TAX		18%	6			<b></b>	+5
Poverty & social inequality	Ť		18%	6			▼	-5
Education			16%					+3
Climate change			14%				=	
Unemployment	Ĩ.		13%				▼	-3
Rise of extremism	2		12%				▼	-6
Threats against the environment	2		11%				<b></b>	+1
Maintaining social programs		7%					▼	-2
Inflation		6%					▼	-1
Childhood obesity	<b>*</b>	3%					<b></b>	+1
Access to credit	(F)	1%					=	
Base: Representative sample of American adults ag Source: Global Advisor	ed 18-64.	September 2018: 1,000;	August 2018: 1,000.					



WORLD WORRIES

#### Which three of the following topics do you find the most worrying in your country?

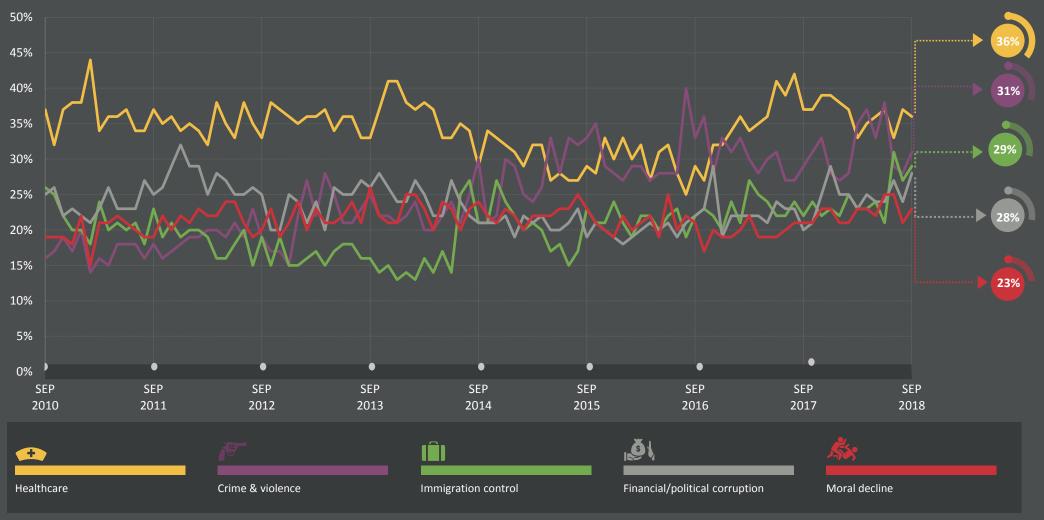
% change compared with previous month:

Mentioned in September 2018 (%	)						Aug	2018
Financial/political corruption	١				34%			+1
Unemployment					33%		=	
Poverty & social inequality	Ŧ				33%		▼	-1
Crime & violence					31%		▼	-1
Healthcare				24%			=	
Education			20%				<b></b>	+1
Taxes	TAX	18	%				<b></b>	+1
Immigration control		15%					=	
Moral decline	<b>\$</b> \$\$\$	15%					=	
Inflation		13%					<b></b>	+2
Threats against the environment		11%					=	
Terrorism	~~	11%					▼	-2
Climate change		11%					=	
Rise of extremism	2	9%					=	
Maintaining social programs		9%					=	
Childhood obesity	<b>*</b>	4%					<b></b>	+1
Access to credit	(F)	2%				 	=	

Base: Representative sample of adults aged 16-64. September 2018: 20,787; August 2018: 19,642. Source: Global Advisor

# US CURRENT TOP 5 WORRIES: LONG-TERM TRENDS

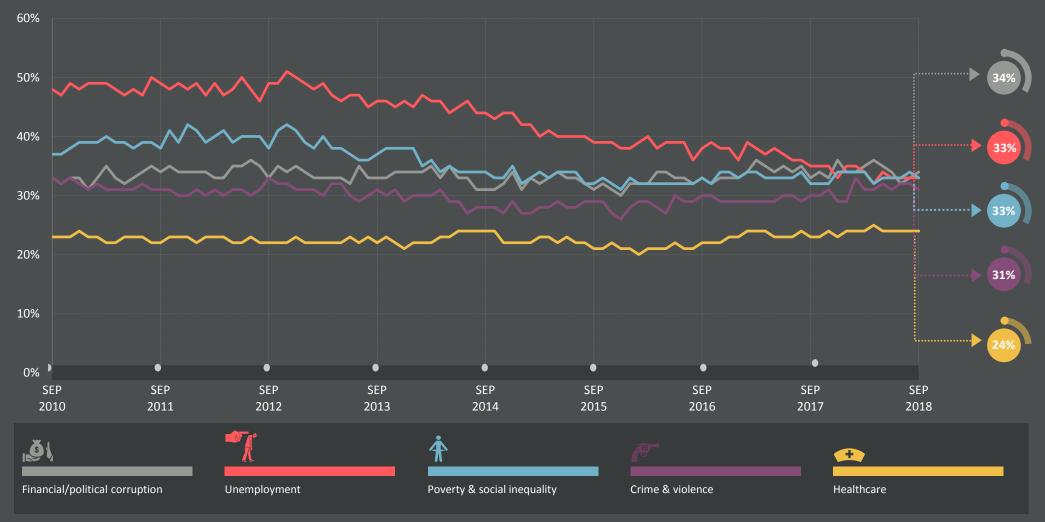
#### Which three of the following topics do you find the most worrying in your country?



Base: Representative sample of American adults aged 18-64. c.1000 per month
Source: Global Advisor
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# THE WORLD'S CURRENT TOP 5 WORRIES: LONG-TERM TRENDS

#### Which three of the following topics do you find the most worrying in your country?



Base: Representative sample of adults aged 16-64, c.18,000-20,000 per month. Source: Global Advisor

# WORLD WORRIES

# COUNTRY COMPARISON

- Top concern by country
- Top 3 concerns by country
- Country comparison of US top 5 concerns



#### **Ipsos Public Affairs**

### 1 | HEALTHCARE

#### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

Aug 2018

#### (%) worried in September 2018 in each country

WORLD	$\bigcirc$	24%	=	
HUNGARY		70%	▼	-3
POLAND		55%	<b></b>	+3
BRAZIL		41%	▼	-4
CHINA	*)	40%	<b>A</b>	+7
GREAT BRITAIN		38%	▼	-5
SERBIA		38%	▼	-2
CANADA	*	36%	▼	-1
US		36%	▼	-1
RUSSIA		31%	▼	-5
SWEDEN		29%		+1
AUSTRALIA	*	23%	▼	-7
CHILE	<u>*</u>		▼	-4
SPAIN	<u>®</u>			+1
BELGIUM				+1
JAPAN				+2
FRANCE				+1
ISRAEL	\$		▼	-1
PERU	۵			+2
INDIA	<u>()</u>		<b>•</b>	-1
GERMANY			<b>.</b>	-5
ITALY			<b>.</b>	-3
SAUDI ARABIA	5200		<b>.</b>	-2
SOUTH AFRICA			=	
MALAYSIA		8%	<b>.</b>	1
MEXICO	<b>*</b>	6%	<b>.</b>	7
TURKEY	C×	6%		+1
ARGENTINA	÷	5%	•	1
SOUTH KOREA		5%		+1

#### 2 | CRIME & VIOLENCE

#### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

Aug 2018

(%) worried in September 2018 in each country

WORLD	$\mathbf{i}$	31%	▼	-1
SOUTH AFRICA		62%	<b></b>	+4
MEXICO	•	61%	<b></b>	+2
PERU	ŵ	60%	▼	-2
CHILE		51%	▼	-1
BRAZIL		49%	=	
SWEDEN		46%		+2
GERMANY		43%		+10
MALAYSIA		37%	<b></b>	+2
ARGENTINA		34%	▼	-10
INDIA		33%	▼	-2
SERBIA		33%	▼	-6
AUSTRALIA		32%	=	
GREAT BRITAIN		32%	▼	-1
US		31%		+3
ITALY		30%	▼	-3
BELGIUM		25%	=	
ISRAEL	\$	25%	▼	-1
CANADA	*	24%	<b>V</b>	-3
SOUTH KOREA				+3
FRANCE			<b>•</b>	-1
TURKEY	C*	20%	<b>•</b>	-14
CHINA				+1
SPAIN	<u>®</u>		<b>.</b>	-2
JAPAN			<b>.</b>	-2
HUNGARY				+2
RUSSIA				+4
POLAND			V	5
SAUDI ARABIA	8.9999 			+2

#### **Ipsos Public Affairs**

### 3 | IMMIGRATION CONTROL

#### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

Aug 2018

(%) worried in September 2018 in each country	(%)	worried	in Septer	mber 2018	in each o	country
---	-----	---------	-----------	-----------	-----------	---------

WORLD	$\mathbf{(}$	15%	=	
GERMANY		38%	▼	-3
BELGIUM		33%		+4
ITALY		33%	=	
SWEDEN		31%	▼	-1
US		29%		+2
CANADA				+2
AUSTRALIA	*	27%		+4
FRANCE		27%		+3
SPAIN	癞			+1
GREAT BRITAIN		25%	=	
TURKEY	C*	23%		+10
CHILE	*		=	
PERU	۵			+1
ISRAEL	\$			+2
MALAYSIA				+3
HUNGARY		7%	=	
JAPAN		7%	=	
SAUDI ARABIA	559393 	7%	<b>•</b>	-1
POLAND		6%	<b>•</b>	-1
SOUTH AFRICA		6%		+2
INDIA		5%		+3
RUSSIA		5%		+2
ARGENTINA	*	4%		+2
SERBIA		4%	<b>—</b>	-2
BRAZIL		3%		+1
CHINA		3%	▼	-4
SOUTH KOREA	<b>(0</b> )	3%	•	-4
MEXICO	•	2%	=	

#### **Ipsos Public Affairs**

### 4 | FINANCIAL/POLITICAL CORRUPTION

#### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

Aug 2018

(%) worried in September 2018 in each country

WORLD	<b>()</b>	34%		+1
PERU	<b>@</b>	68%	▼	-4
MALAYSIA		53%	=	
RUSSIA		53%	▼	-1
SOUTH AFRICA		52%	▼	-6
HUNGARY		51%	▼	-4
SPAIN		49%	▼	-1
BRAZIL		48%	▼	-2
MEXICO		46%		+5
ARGENTINA	*	44%	<b></b>	+10
INDIA		44%	▼	-2
ISRAEL	\$	42%	<b></b>	+4
POLAND		41%	<b></b>	+2
SERBIA		34%	▼	-7
SOUTH KOREA	<b>(</b> )	32%	▼	-4
CHILE		30%	▼	-7
US			<b></b>	+4
AUSTRALIA	*	27%	<b></b>	+8
SAUDI ARABIA	95919 	25%	<b></b>	-1
ITALY		24%	<b></b>	+2
JAPAN		23%	<b></b>	2
TURKEY	<b>C</b> *	23%	<b></b>	+1
CANADA	*		<b></b>	+2
BELGIUM		17%	<b></b>	4
FRANCE		17%	<b></b>	2
GREAT BRITAIN			<b></b>	+1
GERMANY		7%	<b></b>	-2
SWEDEN	<u>+-</u>	6%	<b>.</b>	1

#### **Ipsos Public Affairs**

#### | MORAL DECLINE 5

#### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in Sep	otembe	er 2018 in each country	Aug 20	18
WORLD	$\bigcirc$	15%	=	
SERBIA	-	29%	<b></b>	+6
CHINA			▼	-5
MALAYSIA		25%	▼	-9
JAPAN			▼	-3
US		23%		+2
ISRAEL	\$	20%	▼	-2
SAUDI ARABIA	163199 	20%	<b></b>	+2
GERMANY			▼	-1
POLAND			▼	-1
GREAT BRITAIN			=	
SOUTH KOREA	<b>(</b> •) <sup>*</sup>			+2
TURKEY	C*		<b></b>	+8
HUNGARY				+2
ITALY				+2
RUSSIA				+3
FRANCE				+1
AUSTRALIA	*			+1
BELGIUM			=	
CANADA	*			+2
CHILE				+2
PERU	<b>@</b>		<b>—</b>	-1
SOUTH AFRICA				+4
INDIA	*		<b>—</b>	-2
SWEDEN		10%	V	-6
ARGENTINA	•	8%	V	-1
BRAZIL		8%		+1

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642. Source: Global Advisor

8%

7%

۵

-

MEXICO

SPAIN

# WORLD WORRIES

# COUNTRY COMPARISON

Country comparison of all 17 concerns



#### **Ipsos Public Affairs**

### 1 | FINANCIAL/POLITICAL CORRUPTION

#### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

Aug 2018

(%) worried in September 2018 in each country

WORLD	<b>(</b> )	34%		+1
PERU	<u></u>	68%	▼	-4
MALAYSIA		53%	=	
RUSSIA		53%	▼	-1
SOUTH AFRICA		52%	▼	-6
HUNGARY		51%	▼	-4
SPAIN	<b>*</b>	49%	▼	-1
BRAZIL		48%	▼	-2
MEXICO	•	46%	<b>A</b>	+5
ARGENTINA	*	44%		+10
INDIA		44%	▼	-2
ISRAEL	\$	42%	<b></b>	+4
POLAND		41%	<b></b>	+2
SERBIA		34%	<b></b>	-7
SOUTH KOREA	<b>(</b> •);	32%	<b></b>	-4
CHILE		30%	<b></b>	-7
US		28%	<b></b>	+4
AUSTRALIA	*	27%	<b></b>	+8
SAUDI ARABIA	55339	25%	<b></b>	-1
ITALY		24%	<b></b>	+2
JAPAN		23%	<b></b>	-2
TURKEY	C*	23%	<b>_</b>	+1
CANADA	*		<b>_</b>	+2
BELGIUM			<b></b>	4
FRANCE GREAT BRITAIN			<b></b>	2
GREAT BRITAIN				+1
			<b>•</b>	-2
SWEDEN		6%		-1

#### 2 | UNEMPLOYMENT AND JOBS

#### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

Aug 2018

#### (%) worried in September 2018 in each country

WORLD	$\bigcirc$	33%	=	
SOUTH KOREA		69%	<b></b>	+8
ITALY		64%	=	
SPAIN	<b>·</b>	61%		+2
SOUTH AFRICA		55%	▼	-1
SERBIA	<b>*</b>	54%		+2
ARGENTINA	*	44%	<b></b>	+3
INDIA			<b></b>	+6
SAUDI ARABIA	5.919	42%	<b></b>	+3
BRAZIL		37%	=	
MEXICO		36%	▼	-2
FRANCE		34%	▼	-3
MALAYSIA		34%	<b>V</b>	-5
RUSSIA	*	34%	=	
CHILE		32%	<b></b>	-2
AUSTRALIA		31%	<b></b>	-2
TURKEY	C*	28%	<b></b>	-3
CANADA	*	27%	<b></b>	+2
PERU	<b>@</b>	27%	<b></b>	+5
BELGIUM	*	26%	<b></b>	+2
CHINA		25%	<b></b>	1
JAPAN HUNGARY			<b></b>	1
SWEDEN			=	
GREAT BRITAIN			<b>A</b>	+4
POLAND			=	
US				+1
ISRAEL	\$		<b>V</b>	3
GERMANY			<b>•</b>	2
GERIVIANY			<b>A</b>	+1

#### | POVERTY & SOCIAL INEQUALITY 3

#### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

**Ipsos Public Affairs** 

#### (%) worried in September 2018 in each country

WORLD	$\langle \mathbf{i} \rangle$	33%	▼	-1
RUSSIA		60%	<b>A</b>	+2
SERBIA		55%	<b>A</b>	+4
HUNGARY		45%	▼	-5
GERMANY		44%	▼	-3
MEXICO	<b>.</b>	43%		+2
ISRAEL	*	41%		+1
SOUTH KOREA	<b>(</b> •)*	39%		+1
ARGENTINA	•	38%	▼	-1
CHILE		38%		+1
FRANCE		38%	▼	-3
ITALY		34%	▼	-1
JAPAN		34%	=	
PERU	ŵ	34%		+3
BELGIUM		32%	=	
GREAT BRITAIN		32%	<b></b>	+1
SOUTH AFRICA		32%	<b>V</b>	-3
INDIA		31%		+3
SPAIN	<u>*</u>	31%	<b>V</b>	-2
MALAYSIA		29%	=	
POLAND		29%	=	
CANADA	*	28%	=	
AUSTRALIA	*	27%	=	
TURKEY	<u>C</u> *	27%	<b></b>	-5
BRAZIL		24%	▼	-2
SAUDI ARABIA	\$2879 	22%		+1
SWEDEN		19%	<b>.</b>	-8
US		<b>18%</b>		-5

#### **Ipsos Public Affairs**

4 | CRIME & VIOLENCE

#### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

Aug 2018

(%) worried in September 2018 in each country

WORLD	$\bigcirc$	31%	▼	-1
SOUTH AFRICA		62%	<b></b>	+4
MEXICO	•	61%	<b></b>	+2
PERU	ŵ	60%	▼	-2
CHILE		51%	▼	-1
BRAZIL		49%	=	
SWEDEN		46%		+2
GERMANY		43%		+10
MALAYSIA		37%	<b></b>	+2
ARGENTINA		34%	▼	-10
INDIA		33%	▼	-2
SERBIA		33%	▼	-6
AUSTRALIA		32%	=	
GREAT BRITAIN		32%	▼	-1
US		31%		+3
ITALY		30%	▼	-3
BELGIUM		25%	=	
ISRAEL	\$	25%	▼	-1
CANADA	*	24%	<b>V</b>	-3
SOUTH KOREA				+3
FRANCE			<b>•</b>	-1
TURKEY	C*	20%	<b>•</b>	-14
CHINA				+1
SPAIN	<u>®</u>		<b>.</b>	-2
JAPAN			<b>.</b>	-2
HUNGARY				+2
RUSSIA				+4
POLAND			V	5
SAUDI ARABIA	8.9999 			+2

5 | HEALTHCARE

#### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

Aug 2018

#### (%) worried in September 2018 in each country

WORLD		24%	=	
HUNGARY		70%	▼	-3
POLAND		55%	<b></b>	+3
BRAZIL		41%	▼	-4
CHINA	*)	40%		+7
GREAT BRITAIN		38%	▼	-5
SERBIA		38%	▼	-2
CANADA	*	36%	▼	-1
US		36%	•	-1
RUSSIA		31%	▼	-5
SWEDEN		29%		+1
AUSTRALIA		23%	<b>•</b>	-7
CHILE	<u>*</u>		<b>•</b>	-4
SPAIN	<u>®</u>			+1
BELGIUM				+1
JAPAN				+2
FRANCE		15%		+1
ISRAEL	*	15%	<b>•</b>	-1
PERU	<b>@</b>			+2
INDIA	(3)		<b>.</b>	-1
GERMANY		12%	<b>.</b>	-5
ITALY		12%	<b>.</b>	3
SAUDI ARABIA	\$2000	12%	<b></b>	-2
SOUTH AFRICA			=	
MALAYSIA		8%	<b></b>	1
MEXICO	•	6%	<b></b>	7
TURKEY	C*	6%		+1
ARGENTINA	÷	5%		1
SOUTH KOREA	<b>(</b> )	5%		+1

#### **Ipsos Public Affairs**

### 6 | EDUCATION

#### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in Sep	tembe	er 2018 in each country	Aug 20	)18
WORLD	$\mathbf{i}$	20%	<b></b>	+1
CHILE	*	35%	▼	-3
PERU	<b>@</b>	34%	▼	-4
BRAZIL		33%	=	
ISRAEL	\$	33%	▼	-2
TURKEY	C*	31%	=	
ARGENTINA	÷	30%		+1
HUNGARY		30%		+3
MEXICO		29%	▼	-3
CHINA	*	28%		+8
SOUTH AFRICA		21%		+2
SPAIN	*	20%	=	
INDIA	•	19%	<b></b>	+4
SAUDI ARABIA	5,919	19%	=	
SERBIA			=	
US			A	+3
AUSTRALIA		15%	▼	-1
RUSSIA		15%		-3
CANADA	*	13%	A	+3
JAPAN			=	
SOUTH KOREA	<b>(</b> •);		A	+4
BELGIUM			A	+2
MALAYSIA			<b></b>	-2
POLAND			A	+2
FRANCE		11%	<b></b>	-1
GERMANY		11%	=	
GREAT BRITAIN		9%	<b></b>	-2
SWEDEN			=	
ITALY			<b>v</b>	

7 | TAXES

#### Which three of the following topics do you find the most worrying in your country?

(%) worried in September 2018 in each country

WORLD	$\mathbf{i}$	18%		+1
SAUDI ARABIA	\$5870) 	33%		+4
CANADA	*	32%	▼	-4
ITALY		31%		+1
POLAND		30%	=	
BELGIUM		29%	▼	-4
FRANCE		29%		+5
MALAYSIA		29%		+11
JAPAN		26%		+1
BRAZIL			=	
TURKEY	<b>C</b> *		=	
ISRAEL	\$			+1
ARGENTINA	*		▼	-4
SOUTH KOREA	<b>(</b> )		=	
US		18%		+5
AUSTRALIA		17%	=	
RUSSIA		17%	▼	-4
			<b></b>	+1
INDIA	•	15%	<b>V</b>	-2
SPAIN	*	15%	=	
SWEDEN			<b></b>	+6
MEXICO	•	13%	<b>.</b>	1
GERMANY		8%	<b></b>	+1
GREAT BRITAIN		7%	<b>.</b>	2
HUNGARY		7%		+1
SERBIA		6%	=	
CHILE		5%	=	
PERU	١	4%		

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642. Source: Global Advisor



% change compared

with previous month:

Aug 2018



#### **Ipsos Public Affairs**

### 8 | IMMIGRATION CONTROL

#### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

Aug 2018

10/	worried in Se	ntember 2018	in each country
/0/		premiser 2010	in cach country

WORLD	<b>(</b> )	15%	=	
GERMANY		38%	▼	-3
BELGIUM		33%		+4
ITALY		33%	=	
SWEDEN		31%	▼	-1
		29%	<b></b>	+2
CANADA				+2
AUSTRALIA		27%		+4
FRANCE		27%		+3
SPAIN		26%	<b></b>	+1
GREAT BRITAIN		25%	=	
TURKEY	C*		<b></b>	+10
CHILE			=	
PERU	<b>@</b>			+1
ISRAEL			<b></b>	+2
MALAYSIA				+3
HUNGARY		7%	=	
JAPAN		7%	=	
SAUDI ARABIA	569709	7%		-1
POLAND		6%	<b>.</b>	-1
SOUTH AFRICA		6%		+2
INDIA		5%		+3
RUSSIA		5%		+2
ARGENTINA	*	4%		+2
SERBIA		4%	<b></b>	-2
BRAZIL		3%		+1
CHINA		3%	<b>_</b>	4
SOUTH KOREA		3%	<b>•</b>	4
MEXICO	•	2%		

#### Ipsos Public Affairs

#### 9 MORAL DECLINE

#### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

-8

-3

(%) worried in Sep	tembe	er 2018 in each country	Au	ıg 2018
WORLD		15%	=	
SERBIA	<b>*</b>	29%	<b></b>	+
CHINA		28%	▼	-[
MALAYSIA		25%	▼	
JAPAN		24%	▼	
US		23%	<b></b>	
ISRAEL	\$	20%	▼	
SAUDI ARABIA	\$3899 	20%	<b></b>	
GERMANY			▼	
POLAND			▼	- <u>-</u>
GREAT BRITAIN			=	
SOUTH KOREA	<b>(</b> •);		<b></b>	+)
TURKEY	C*		<b></b>	+
HUNGARY			<b></b>	+
ITALY			<b></b>	+)
RUSSIA			<b></b>	+
FRANCE			<b></b>	+
AUSTRALIA			<b>_</b>	+:
BELGIUM		12%	=	
CANADA	<u>*</u>		<b>_</b>	+
CHILE		11%	<b>_</b>	+
PERU	<b>e</b>	11%	<b></b>	
SOUTH AFRICA			<b>_</b>	+-
INDIA		10%	₹	-7
SWEDEN	<u>+</u>	10%	<b></b>	-6
ARGENTINA	•	8%	<b></b>	
BRAZIL		8%	<b>_</b>	+
MEXICO			=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642. Source: Global Advisor

7%

-

SPAIN

#### WORLD WORRIES

#### 10 | INFLATION

#### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

Aug 2010

(%) worried in Sep	otembe	er 2018 in each country	Aug 2	<u>2018</u>
WORLD		13%		+2
ARGENTINA		64%	▲	+6
TURKEY	C*	42%		+17
CHINA		32%		+8
MEXICO	<b>*</b>	22%	▲	+7
RUSSIA		20%	▲	+1
AUSTRALIA	*			+6
MALAYSIA			▲	+6
SOUTH AFRICA			▲	+5
SAUDI ARABIA	55879 —		=	
CANADA	*		▼	-1
GREAT BRITAIN			=	
INDIA			=	
BRAZIL		9%	<b>A</b>	+1
SOUTH KOREA	<b>(</b> )	9%	▼	-1
BELGIUM		7%	<b>_</b>	+2
JAPAN		7%	<b>A</b>	+2
FRANCE		6%	<b></b>	+3
POLAND		6%	<b>•</b>	-1
US		6%	▼	-1
HUNGARY		5%	▼	-1
CHILE	*	4%	=	
ITALY		4%	<b>_</b>	+1
PERU	<b>@</b>	4%	▼	-1
GERMANY		3%	<b>•</b>	-1
ISRAEL	*	3%	=	
SERBIA		2%		+1
SPAIN	<u>*</u>	2%	<b></b>	-1
SWEDEN	-	2%		<u>+</u> 1

### 11 | THREATS AGAINST THE ENVIRONMENT

(%) worried in September 2018 in each country

#### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

Aug 2018

· · ·					
WORLD	$\bigcirc$	11%		=	
CHINA	*)		38%	=	
CHILE	*	18%		<b>_</b>	+9
FRANCE		18%		<b></b>	+4
SWEDEN	+	17%		▼	-1
INDIA	•	16%		=	
BELGIUM		15%		=	
GERMANY		13%		▼	-3
POLAND		13%		<b></b>	+3
CANADA	*	12%		<b></b>	+1
AUSTRALIA	*	11%		▼	-3
GREAT BRITAIN		11%		<b></b>	+2
JAPAN		11%		=	
US		11%		<b></b>	+1
SAUDI ARABIA	5:3739 	10%		=	
MEXICO	•	9%		•	-5
SOUTH KOREA	<b>(0</b> )	9%		▼	-6
ITALY		8%		<b>_</b>	+2
MALAYSIA		8%		<b>_</b>	+1
PERU	۵	8%		=	
SERBIA		8%		<b></b>	+1
HUNGARY		7%			+3
RUSSIA		7%		▼	-1
ISRAEL	\$	6%		=	
TURKEY	C*	5%			+3
BRAZIL		4%		▼	-2
SPAIN	<u>®</u>	4%		•	-1
SOUTH AFRICA		2%		<b>•</b>	
ARGENTINA	*	1%		▼	

### 12 | TERRORISM

(%) worried in September 2018 in each country

WORLD WORRIES

#### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

Aug 2018

WORLD	$\bigcirc$	11%	▼	-2
ISRAEL	\$	38%	▼	-4
TURKEY	C*	32%	▼	-4
FRANCE		27%	▼	-5
GREAT BRITAIN		26%	<b></b>	+1
GERMANY		24%		+2
US			=	
BELGIUM		21%	▼	-3
INDIA		21%	▼	-1
SAUDI ARABIA	\$53799 		▼	-2
SWEDEN		13%		+1
SPAIN				+3
AUSTRALIA	*	9%	▼	-6
CANADA	*		▼	-5
ITALY		7%		+1
MALAYSIA		7%	<b>V</b>	-3
CHINA	**		<b>.</b>	7
JAPAN		5%	<b>•</b>	-1
POLAND	_	5%		+2
PERU	<b>@</b>	5%		+1
MEXICO	•	4%	=	
HUNGARY		3%		+1
RUSSIA		3%	<b></b>	1
SERBIA		3%		+1
CHILE			=	
SOUTH AFRICA			=	
ARGENTINA			=	
BRAZIL			=	
SOUTH KOREA	<b>(</b> •) <sup>8</sup>	<b>1</b> %	=	

ARGENTINA

SOUTH AFRICA

1%

1%

#### WORLD WORRIES

13 | CLIMATE CHANGE

WORLD

JAPAN

GRE/ SAL SOL

(%) worried in September 2018 in each country

#### Which three of the following topics do you find the most worrying in your country?

11%

% change compared with previous month:

Aug 2018

+3

CHINA	*)		▼	-1
CANADA	*	20%	▼	-1
GERMANY		20%	▼	-2
AUSTRALIA		19%	=	
BELGIUM		19%	<b></b>	+2
SWEDEN	-	19%	▼	-3
FRANCE			<b></b>	+2
INDIA	-		<b></b>	+2
US			=	
EAT BRITAIN				+2
UDI ARABIA	\$5379 			+1
OUTH KOREA			▼	-8
CHILE	*	9%		+4
POLAND		9%	=	
HUNGARY		7%		+5
SPAIN	癈	7%		+1
MEXICO	•	6%	▼	-2
ITALY		5%	=	
PERU	۵	4%	=	
ISRAEL	\$	3%		+1
RUSSIA		3%		+1
SERBIA	<b>*</b>	3%	=	
BRAZIL		2%		+1
MALAYSIA		2%	V	-1
TURKEY	C*	2%	=	

34%

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642. Source: Global Advisor -1

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#### 14 | RISE OF EXTREMISM

#### Which three of the following topics do you find the most worrying in your country?

#### (%) worried in September 2018 in each country

WORLD		9%	=	
GERMANY		30%	<b></b>	+9
SWEDEN			▼	-1
GREAT BRITAIN		20%		+3
BELGIUM				+2
MALAYSIA		16%		+2
FRANCE		15%	▼	-3
SPAIN				+3
ISRAEL	\$		▼	-5
POLAND			▼	-4
US			▼	-6
CANADA	*	9%		+1
ITALY		9%		+2
AUSTRALIA	*		•	-1
INDIA	<b>.</b>	8%	<b>•</b>	-1
TURKEY	C*	8%	=	
SAUDI ARABIA	\$\$10	6%	<b>•</b>	-1
SOUTH KOREA	<b>(</b> )	6%	=	
HUNGARY		<b>5%</b>	=	
SOUTH AFRICA		5%		+1
JAPAN		4%	<b></b>	-1
SERBIA		4%		+1
ARGENTINA	*	3%	=	
BRAZIL		3%	=	
CHILE		3%	<b></b>	1
MEXICO	•		<b>.</b>	1
PERU	<u></u>			+1
RUSSIA		2%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642. Source: Global Advisor

% change compared

with previous month:

Aug 2018



#### **Ipsos Public Affairs**

#### 15 | MAINTAINING SOCIAL PROGRAMMES

#### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

Aug 2018

(%) worried in September 2018 in each country

WORLD	$(\mathbf{i})$	9%	=	
JAPAN		33%		+5
SOUTH KOREA	<b>(</b> )	27%		+7
CHINA	*)		=	
SWEDEN	-	21%	▼	-2
GREAT BRITAIN				+3
POLAND			=	
ITALY		10%		+2
AUSTRALIA	*	9%	=	
RUSSIA		9%	▼	-3
SAUDI ARABIA	53709	9%		+1
SPAIN	<u>®</u>	9%	•	-1
ISRAEL	\$	8%		+3
BELGIUM			=	
CANADA	*	7%	=	
SERBIA	-	7%	=	
US		7%	<b>V</b>	-2
GERMANY		6%		+1
HUNGARY		5%	<b>•</b>	4
FRANCE		4%	<b>•</b>	-1
ARGENTINA	*	3%		+1
BRAZIL		3%	<b></b>	+1
CHILE		3%	<b>.</b>	-1
INDIA	*	3%	=	
MEXICO	•	3%	=	
PERU	<u></u>	3%		+1
MALAYSIA		2%		+1
SOUTH AFRICA		2%	<b></b>	+1
TURKEY	C*	1%	<b>V</b>	-4

(%) worried in September 2018 in each country						
WORLD	<b>(</b> )	4%				
CHINA		12%				
SAUDI ARABIA	159709 	12%				
POLAND		10%				
CHILE		9%				
HUNGARY		5%				
INDIA	3	5%				
MEXICO	<b>.</b>	5%				
SWEDEN		5%				
AUSTRALIA	*	4%				

#### WORLD WORRIES 16 CHILDHOOD OBESITY

\*

C\*

\$

100

٢

₹⊘);

4%

4%

4%

3%

3%

3%

3%

2%

2%

1% 1%

1% 1%

1%

1%

1%

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

1%

1%

\*

CANADA

TURKEY

RUSSIA

ISRAEL

SPAIN

BRAZIL

FRANCE

ITALY JAPAN

PERU

SERBIA

SOUTH AFRICA

SOUTH KOREA

Source: Global Advisor

ARGENTINA

BELGIUM

US

GERMANY

**GREAT BRITAIN** 

#### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

Aug 2018

+1 +4

+1 +4 -1 -1 +2 +1

+1

+2

+1

+1

T

**GAME CHANGERS** lpsos

WORLD		2%	=	
CHINA		6%	▼	-5
RUSSIA		5%	<b></b>	+2
SAUDI ARABIA	5,310	5%	=	
POLAND		4%	<b>A</b>	+1
CANADA	*	3%	<b></b>	+1
SWEDEN	-	3%	<b>A</b>	+2
ARGENTINA		2%		+1
AUSTRALIA		2%	=	
BELGIUM		2%	▼	-2
BRAZIL		2%		+1
CHILE	*	2%	=	
HUNGARY		2%	▼	-2
ISRAEL	*	2%	=	
ITALY		2%	=	
MALAYSIA		2%	▼	-1
SOUTH KOREA		2%	=	
SPAIN	<b>*</b>	2%	<b></b>	+1
FRANCE		<b>1</b> %	=	
GERMANY		<b>1</b> %	▼	-1
GREAT BRITAIN		<b>1</b> %	<b>V</b>	-1
INDIA	-	<b>1</b> %	=	
JAPAN		<b>1</b> %	<b>V</b>	-1
MEXICO	ø	<b>1</b> %	<b>V</b>	-1
PERU	<b>@</b>	<b>1</b> %	<b>.</b>	-1
SOUTH AFRICA		<b>1</b> %	=	
TURKEY	C*	1%	▼	-2
US		1%	=	
SERBIA	<b>*</b>	*	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642. Source: Global Advisor

#### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:



Aug 2018

#### WORLD WORRIES

17 | ACCESS TO CREDIT

(%) worried in September 2018 in each country



# METHODOLOGY



### METHODOLOGY

The survey is conducted monthly in 28 countries around the world via the Ipsos Online Panel system. The countries included are Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

An international sample of 20,787 adults aged 18-64 in Canada, Israel and the US, and aged 16-64 in all other countries, were interviewed between August 24th 2018 and September 7th 2018.

Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, India, Israel, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample of approximately 500+.

Weighting has been employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country census data. A survey with an unweighted probability sample of this size would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/-4.5percentage points for a 500 sample 19 times out of 20.

In 17 of the 28 countries surveyed internet penetration is sufficiently high to think of the samples as representative of the wider population within the age ranges covered: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Israel, Italy, Japan, Poland, Serbia, South Korea, Spain, Sweden, Great Britain and United States.

Brazil, Chile, China, India, Malaysia, Mexico, Russia, Peru, Saudi Arabia, South Africa and Turkey have lower levels of internet penetration and so these samples should not be considered nationally representative, and instead be considered to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class.









### FOR MORE INFORMATION

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